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GAIN Report #GT0002

# Guatemala

## Promotion Opportunities Report

### 2000

Prepared by:

**Suzanne E. Heinen**

**U.S. Embassy**

Drafted by:

Daniel Orellana

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#### **Report Highlights:**

**Throughout the year 2000 there are various events that offer promotional opportunities for U.S. companies in Guatemala, El Salvador and Honduras. The following is a schedule of both trade shows and catalog shows in all three countries.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Quarterly Report  
Guatemala [GT1], GT

"The promotional activities listed are provided for information purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibilities of the activity organizer. Please contact the organizer directly for further information."

## Guatemala

### I. Trade Shows

*Event* Comferia 2000  
*Dates* July 9-18, 2000  
*Venue* Parque de la Industria, Guatemala City, Guatemala  
*Organizer* Camara de Comercio de Guatemala  
*Address* 10a. Calle 3-80 Zona 1, Guatemala City, Guatemala  
*Phone* (502) 362-5179 to 81  
*Fax* (502) 334-2256  
*E-Mail* [info@guatemala-chamber.org](mailto:info@guatemala-chamber.org)  
*Summary* More than 130 companies both national and international participate in this annual show. It is the second largest show in Guatemala. The other is show is held only every two years, this is an off year. It encompasses all types of commerce, including banking, tourism, agriculture, education, transportation, communications and much more.

*Event* Expo-Alimenta 2000  
*Dates* August 24-26, 2000  
*Venue* Westin Camino Real, Guatemala City, Guatemala  
*Organizer* CONGRESA  
*Address* 3ra. Avenida 13-49, Zona 9, Guatemala City, Guatemala  
*Phone* (502) 362-5179 to 81  
*Fax* (502) 334-2256  
*E-Mail* [cciexpro@agg.org.gt](mailto:cciexpro@agg.org.gt)  
*Summary* This show is designed to promote the food industry. Last year it consisted of 96 booths and 48 companies. There was a total of about 2,500 visitors. Most of the visitors were from the HRI sector. This is the 3<sup>rd</sup> year for this show and attendance has been growing. USDA/FAS participates in this show with a booth and appointment for U.S. participants.

### II. Post Information

Office of Agricultural Affairs  
Avenida Reforma 7-01, Zona 10  
Guatemala City, Guatemala  
Phone: (502) 332-4030  
Fax: (502) 331-8293  
[AgGuatemala@fas.usda.gov](mailto:AgGuatemala@fas.usda.gov)

## Honduras

### I. Trade Show

*Event* EXPO USA 2000  
*Dates* Oct./Nov. 2000  
*Venue* Expocentro, San Pedro Sula, Honduras  
*Organizer* Honduran American Chamber of Commerce (AMCHAM)  
*Address* P.O. Box 1838, Tegucigalpa, M.D.C.  
*Phone* (504) 232-7043/ 232-6035  
*Fax* (504) 232-2031  
*E-Mail* [hamcham1@netsys.hn](mailto:hamcham1@netsys.hn)  
*Summary* This event is Honduras' largest international exhibition. More than 50 U.S. companies, already present or new to market, participate in the show. It attracts between 8,000 and 12,000 visitors annually and is an excellent opportunity for U.S. companies in any industry to make business contacts and promote their products/ services. The U.S. Foreign Commercial Service usually participates in this event.

### II. Catalog Show

*Event* U.S. Supermarket & Food Service Equipment Catalog Show & Food Sample Showcase  
*Dates* June 21-23, 2000  
*Venue* Hotel Camino Real Intercontinental (Tegucigalpa and San Pedro Sula)  
*Organizer* Honduran American Chamber of Commerce (AMCHAM)  
*Address* P.O. Box 1838, Tegucigalpa, M.D.C.  
*Phone* (504) 232-7043/ 232-6035  
*Fax* (504) 232-2031  
*E-Mail* [hamcham1@netsys.hn](mailto:hamcham1@netsys.hn)  
*Summary* This event will promote supermarket and food service equipment of 100 U.S. suppliers through a catalog show. At the same time, the event will also promote food and beverage products of 50 U.S. companies through a sample show. The event will take place in the capital city of Tegucigalpa and in Honduras' business center, San Pedro Sula. Over 300 targeted buyers are expected to attend in each city. The event will also be promoted in neighboring countries to increase exposure for U.S. firms. USDA/FAS is coordinating with the AMCHAM in the organization of this show.

### III. Post Information

Office of Agricultural Affairs  
Avenida La Paz  
Tegucigalpa, Honduras  
Phone: (504) 238-5114, Ext.2541  
Fax: (504) 236-8342  
[usdafas@hondudata.com](mailto:usdafas@hondudata.com)

## El Salvador

### I. Trade Show

*Event* Aliexpo  
*Dates* Sept. 28-30, 2000  
*Venue* Radisson Plaza Hotel San Salvador, El Salvador  
*Organizer* Salvadoran Distributor's Association (ADES)  
*Address* Plaza Suiza - 3a. Planta, Local LC-5, San Salvador  
*Phone* (503) 223-6574/ 245-3359  
*Fax* (503) 223-6574  
*E-Mail* [ades1@quick.elsv.com](mailto:ades1@quick.elsv.com)  
*Summary* Audience is mainly composed of supermarket and wholesale sectors, which are actively searching for new to market products. This event has been highly successful and display area has grown tremendously. The USDA/FAS office in San Salvador usually organizes an "American Night" promotional activity to enhance U.S. products offered in this show.

### II. Post Information

Office of Agricultural Affairs  
Aid Bldg. 2<sup>nd</sup> floor  
Final Boulevard Santa Elena  
Antiguo Cuscatlán, La Libertad, El Salvador  
Phone: (503) 278-4444, Ext. 1412/1414  
Fax: (503) 278-3351  
[Herreramf@embasansal.usinfo.org.sv](mailto:Herreramf@embasansal.usinfo.org.sv)